

So much good work is already being done that I find it appalling that so much mindless fare such as *Dumb and Dumber* clutters the public airwaves. Even the title of such a show sends an extremely negative message to its viewers! While I have personally not seen this show, the main reason is that the title implies that the content is going to try to "out-dumb" itself on a weekly basis. Is this really the direction our country wants to go? I hope not.

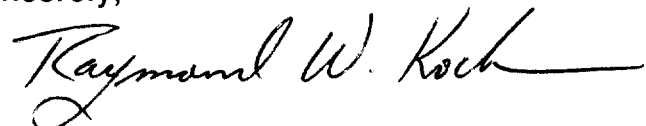
I know about the shopworn phrase: "but these kinds of shows are the ones that bring in all the money". Fine. But I think that if we can find our way to eliminating cigarette advertising from television so that eventually our nation's physical health will improve; and restrict, but not completely censor, adult programming such as *NYPD Blue* to certain time periods, why can't we EXPAND the mandatory number of hours devoted to educational programming? Why must television constantly pander to the lowest common denominator?

I believe that it is time for organizations such as yours to stand up to the billion dollar entertainment networks using the public airwaves and simply say: "We have done our country a disservice by wasting, through nonuse, the vast power of radio and television. It is now time to pay, and pay dearly, for our past mistakes. From here on, more time, not less will be devoted to programming that exemplifies the behaviors we, as a nation, expect from our citizens. And if someone asks "What behaviors?", all they have to do is look at the laws we are expected to follow as American citizens.

I also suggest that if someone is looking for specific guidelines as to the type of programming needed to improve children's, and adult education for that matter, then they should read Robert Fulghum's book All I Ever Learned I Learned in Kindergarten.

I hope that your organization can begin to provide the framework for a broadcast environment that encourages rather than prevents and discourages quality television. So many examples of high quality shows are already available, both "golden oldies" as well as new ones, that in my opinion, it borders on criminal negligence not to do everything possible to maximize the most positive learning environment possible, for our nation's children as well as our adult selves.

Sincerely,

A handwritten signature in black ink, reading "Raymond W. Koch". The signature is fluid and cursive, with a long horizontal stroke at the end.



KOPLAR COMMUNICATIONS INC.

4935 LINDELL BLVD. ■ ST. LOUIS, MISSOURI 63108 ■ 314-367-7211

EDWARD J. (TED) KOPLAR
PRESIDENT

(314) 454-6422

FAX: (314) 454-6445

DOCKET FILE COPY ORIGINAL

September 11, 1995

Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RE: FCC DOCKET NO. MM Docket, No. 93-48

Dear Sir or Madam:

I am writing to comment upon the FCC's Notice of Proposed Rulemaking which contemplates tightening the rules for implementation of The Children's Television Act, including further restricting the definition of educational and informational children's programming and the possibility of imposing on over-the-air broadcasters numerical "quotas" for such programming.

I am writing to you as a broadcaster who has been involved in children's programming since our station "signed on" in 1959. I am also writing as a concerned father of five children ranging in age from six to seventeen.

It seems ironic that the Commission should be considering such actions in this era of de-regulation and at a time when the very concept of "quotas" is being questioned and the notion of government-imposed numerical quotas on private businesses has fallen into disfavor.

It is my view that focusing upon numerical quotas of any kind, whether that be hours of programming per week or number of commercial minutes, undermines the goals of the Commission and the original intent of The Children's Television Act because it places the emphasis on the quantity of programming rather than on the quality of the content of that programming.

Thus, while a decision by the Commission to impose numerical quotas would unquestionably succeed in placing undue regulatory burden on broadcasters, such quotas provide no assurance that more quality programming will be available to children. Indeed, in some instances, such quotas may have the opposite effect. Commercial broadcasters are in a unique position: as licensees of the FCC, they are sworn to operate in the public interest and to adhere to the regulations and guidelines established by the FCC; they are also private businesses whose very survival depends upon their ability to make a profit.



CORPORATE HEADQUARTERS/KPLR-TV ■ ST. LOUIS, MISSOURI
KRBK-TV ■ SACRAMENTO, CALIFORNIA
WORLD EVENTS PRODUCTIONS, LTD. ■ NEW YORK, ST. LOUIS AND LOS ANGELES
KOPLAR COMMUNICATIONS CENTER ■ ST. LOUIS, MISSOURI

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Secretary of The Federal Communications Commission
September 11, 1995
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I would respectfully ask the FCC to be mindful of the delicate balance which commercial broadcasters must maintain between regulatory compliance and profitability.

To put broadcasters in a position where they may be forced to air inappropriate or poor quality children's programming simply to comply with a numerical quota is counter-productive. We are already losing young viewers to Cable and, since it is difficult for a locally-owned Independent station such as ours to produce children's programming "slick" enough to compete with the likes of such morally-uplifting Cable icons as "Beavis and Butthead" and "Ren and Stimpy," the ultimate consequence of numerical quotas or of additional restrictions on program content may be to make Cable a more attractive choice for our young viewers.

Historically, advocates of government-imposed numerical quotas argued that such quotas are necessary because businesses will not self-regulate. However, since it is my understanding that there has been more than a 100% increase in the amount of educational and informational children's programming broadcast since passage of The Children's Television Act, it is clear that in this case, the traditional argument in favor of numerical quotas has absolutely no validity.

I'd like to describe some of the things we are doing in the areas of children's programing and community outreach at KPLR-TV in St. Louis.

Throughout its 36-year history, KPLR-TV has been recognized as THE family station in St. Louis, and we take great pride in that fact. Beginning in the 1960's with our production of the popular and successful "Captain 11's Showboat," KPLR-TV has maintained an on-going commitment to the production of original programming geared toward educating, informing, and entertaining young viewers in a positive manner. We believe that KPLR-TV has always performed credibly, responsibly, and "in the public interest" with respect to the children's programming we produce and broadcast and we will continue to do so as long as we are on the air, with or without additional FCC regulations.

Membership in our Kids' Club, ST. LOUIS 11 KIDS, is free to all children through 12 years of age and total membership currently stands at 145,000. Members receive a Card which entitles them to free or discounted admissions to various attractions such as The Magic House and The St. Louis Science Center. Four times a year, all members receive in the mail our award-winning Kids Club Newsletter which contains informative articles, creative and thought-provoking activities, and a variety of contests, games, and puzzles which are both educational and fun. Also included is an

article written especially for parents titled, "A Pause for Parents."

The KIDS' CLUB CREW consists of three young adults who serve as "on air" talent in our children's programming blocks and who present a school and camp program to area kids from kindergarten through sixth grade. This program, which focuses on development of a positive attitude and positive self-esteem, is presented a minimum of once a week to an average audience of 400 children. Among the KIDS' CLUB CREW'S many community outreach activities, they also work with the St. Louis Public Library in encouraging kids to read and are involved in various activities with the children in the two large Children's Hospitals in our community.

The CREW'S "on-air" appearances consist of eleven interstitial segments per day. These include "Tip Time" which is a special tip on safety, health, or nutrition; "Role Call," in which each audience member tells a little about himself; and "Mary, Mary" which features a senior citizen who tells kids about "the good old days" and ends each segment with a positive message.

In addition, KPLR-TV created and supports TEAM 11, a group of talented singers and dancers from local high schools and colleges who are also outstanding students, athletes, and school leaders. TEAM 11 participates in programs, spots, and PSA's broadcast on KPLR-TV and performs at various schools, community fairs, charitable benefits, and professional sporting events throughout the year. The members of TEAM 11, with their fresh good looks, talent, enthusiasm, and upbeat message have won the hearts of kids and adults alike and are positive role models for young people throughout this area.

I trust that the foregoing demonstrates that KPLR-TV takes seriously its responsibilities to the young people in the St. Louis market. We believe that we are fulfilling our responsibilities to our young viewers now, and we will continue to develop creative and relevant ways to engage, educate, inform, and entertain them in positive ways in the future, without the imposition of additional government regulations.

Speaking as a father, I resent and deplore the content of shows such as "Beavis and Butthead," "Ren and Stimpy," and "The Simpsons." These shows exploit kids by appealing to their fascination with "dirty" words, by promoting the idea that it is "cool" to make jokes about penises and vaginas, and by making it seem somehow acceptable to cultivate disrespectful and demeaning attitudes toward the family unit and toward family relationships.

Secretary of The Federal Communications Commission
September 11, 1995
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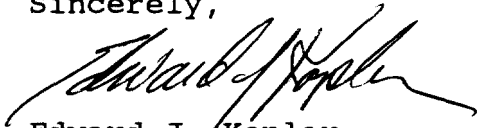
Although I oppose censorship and acknowledge the argument of defenders of the "Beavis and Butthead" genre who contend that the fault lies not in the programming, but in the lack of parental supervision, their argument fails to take into account the millions of latchkey kids who are a fact of our current lifestyle.

As long as the FCC and the Children's advocacy groups who are seeking additional restrictions on commercial broadcasters choose to look the other way while the reprehensible moral bankruptcy epitomized by the "Beavis and Buttheads" and the "Ren and Stimpy" of the Cable world continue unchallenged and unabated, I consider any effort by the FCC to impose additional children's programming regulations unilaterally on over-the-air broadcasters unwarranted, excessive, and unfair. If the FCC Commissioners vote to proceed with this Rulemaking, I envision a frightening scenario in which the imposition of additional regulations on the amount and content of children's programming restricts broadcasters' creative options to the extent that young people are eventually "turned off" by programming on broadcast television and seek refuge in the vacuous world where Beavis and Butthead are the role models.

Over-the-air broadcasters have already overwhelmingly demonstrated that they are living up to the goals and the spirit of The Children's Television Act, as originally enacted. Any efforts at further reform or regulation undertaken by the FCC should be directed at new and different targets -- targets in that segment of our industry where sub-standard, morally-deficient children's programming is routinely produced and broadcast and where insulting and offensive programming aimed at young people is standard fare.

Thank you for the opportunity to comment on the Proposed Rulemaking to be considered under FCC Docket Number: MM Docket, NO. 93-48.

Sincerely,



Edward J. Koplar
President and Chief Executive Officer
KOPLAR COMMUNICATIONS, INC.

EJK/bwh

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September 10, 1995 DOCKET FILE COPY ORIGINAL

FCC MAIL ROOM

Federal Communications Com.
Office of the Secretary
1919 M Street N.W.
Washington DC 20554

Even before reading "SEX AND VIOLENCE ON TV" in U.S. News last week, it was evident to me that this is a terribly alarming problem. Children are under the influence and are subjected to more and more of this on TV all the time. Family values must be given much more prominence if we are ever to get honesty, compassion, and courtesy, as well as faithfulness and devotion to spouses and children, back into the lives of Americans. We need inspiring role models. "Western civilization and animal standards of behavior cannot co-exist for long."

Sincerely,
Patricia Barnd

No. 100-1 rec'd
10/10/95

Ms. Patricia Barnd
1527 St. Paul Ave. Apt. 11
Saint Paul, MN 55116

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SEP 14 1995

Geoffrey W. Bromfield Jr.

2550 6th Avenue DOCKET FILE COPY ORIGINAL
Merced, California 95340

FCC MAIL ROOM

9/7/95

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To Whom It May Concern:

Re. MM Docket 93-48 I am outraged at the blatant disregard for intrinsic + basic immorality of the trash & non-sense on television. I teach 6th grade science. Most of my 11 year old students are keenly aware of Kelly Bundy & the latest episode of "Bay watch" yet don't know that humans are even vertebrates. I'm no prude, and left of center on most social issues but the trash on "Geraldo" + "Riki Lake" is totally unreal. Imagine if a real alien visited earth & watched TV to gauge our culture - we would not be worthy of contact. The Fox network (owned by a distant relative, incidently) should have its license revoked. This outfit fails to serve the public interest!

Sure, once in a while there is something worth seeing: "Nova", "baseball" by Ken Burns + the rest of PBS whose funding is at risk + yes I pay my fair share during pledge week. AMC is good too as is Turner Broadcasting. MTV - no way do I even let Snuggly Doggy-Dog in my house - invited or otherwise.

As the divorced father of 4 I carefully monitor what my children (9 to 18) watch. My Ex. Sin afraid is not concerned + she thinks "Mamaed with

Noted for record
DOCKET FILE

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Geoffrey W. Bromfield Jr.
2550 6th Avenue
Merced, California 95340

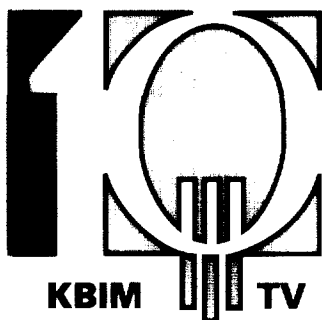
Children " is a real host.

I'm afraid that I agree with the Speaker
of the House & Bob Dole on this one: T.V. for the most part
exploits all that pure crap, banal, violent,
sick & disgusting.

Now let me tell you how I really feel!

Outraged!

Geoffrey W. Bromfield Jr.



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SEP 14 1995

FCC MAIL ROOM

September 12, 1995

DOCKET FILE COPY ORIGINAL

Secretary
Federal Communications Commission
1919 M St., NW
Washington, D.C. 20554

Dear Secretary:

I'm writing to oppose the adoption of new rules concerning the Children's Television Act (MM Docket No. 93-48).

Responding to the Children's Television Act, broadcasters have significantly increased educational and informational programming for children. We get no credit for short segment programming or the numerous community events we sponsor benefiting children. We are responsible and we are providing more and better educational and informational programming for children. We don't need the bureaucracy associated with new rules and quotas. It will only serve to bog down the process when our resources could be better directed otherwise at achieving the desired result.

Thanks for your consideration.

Sincerely,

Gary McNair
Station Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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MOORE ROOM

Sunday

September 10, 1995

SEP 14 1995

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Dear Sir,

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When has all the quality, educational, inspirational and wholesome Children's TV gone? Our young adults and children have very little to choose from if they are to watch worthwhile programs.

Television could be such a help and lift our country from many of its problems. Instead it glorifies situations, actions, people and life styles that have no moral standards or offer any real lessons for living.

When will we find a cure for TV's "plague" of tasteless programming?

Sincerely,

Mary Ellen Wilson

3265 Southdale Dr
Kittering, O. 45409

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Sept. 10, 1995

FCC MAIL ROOM

Federal Communications Commission
Office of the Secretary
1919 M Street N.W.

Washington D.C. 20554

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Dear Sir:

A recent article in U.S. News and World Report dated Sept. 11, 1995 entitled "Do Kids' T.V. need fixing".

I would say most emphatically, yes!

The networks, especially under Rupert Murdoch (Fox) has brought the greatest debasement to T.V. in its history. Hollywood mogul Valente and Murdoch are two of the most dangerous men in America - fristing their putrid entertainment on people. How do these people exercise such control under the guise of free speech, whereas the general public has no say as to the content that is blasted forth daily? Who speaks for us?

These people who are advocating their free speech rights are rapidly destroying the fabric of our Society with their shows on T.V. about raunchy sex violence, glorifying Pop singers, guns, wife battering and general immorality. These shows, in whatever form, are sheer violence and pornography. They have destroyed the beautiful innocence of our small children who watch Pop guns all day, watch men batter women or their wives or use drugs, violence & gun.

all this is permissible because it is called the right of free speech which is just a facade to justify the debasement of life as we once knew in a wholesome manner.

Events shape our destiny and War has many faces which could erupt ^{into} ~~to~~ Anarchy. This Country is in jeopardy of falling from within. Hatred is increasing, disrespect for government officials is rampant, Racism, Mobias, teen age gangs with guns, violence in the form of battering women, child abuse and neglect by teen age mothers is rampant and everyone is looking the other way. Our young people are becoming callous. Men beat their wives or girl friends, rape, disrespect and deemean (elderly people whom Haley Barbour recently called members of the Poverty Lobby.)

When a man of this stature insults the elderly on "Meet the Press" it is time to sit up and take notice. He was cruel.

We don't need Censorship. We need Honorable men and women of character who are accountable to themselves, our children and the welfare of our Country. We need careful enforcement and for new laws. This is a New Era and permissiveness is flagrant. We cannot as parents completely control what our children ~~value~~ no matter what the advocates of
over —

free speech say. We are not with our children 24 hours a day. They are exposed to outside influences in school, other peoples homes, playgrounds etc.

Decency has to start at the Source of these horrendous, vile influences. T.V and Hollywood are swamps of immorality, violence and ~~raunchy~~ sex which debases men, disrespects women and encourages crime and drugs.

The source of this entertainment must take responsibility for destroying the fabric of our Society. We are in jeopardy of falling from within. The handwriting is on the wall and someone with a Conscience must step forward and say - Enough! It is time to protect the decent people of this Country who made it what it once was America the Beautiful.

Most Sincerely,
Betty J Jones.

P.S. If the Senate has its Ethics Committee and can expel its members for improper conduct, it is time T.V and Hollywood should have an Ethics Committee with representatives from Gov, Industry and Community. If these moguls use our arrows, we should condone what they offer by following guide lines.

RECEIVED

From: Scott H. Schulke <schulke1@netcom.com>
To: A16.A16(Kidstv)
Date: 9/14/95 1:59am
Subject: Comments on Proposed Rule

SEP 14 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Secretary
Federal Communications Commission
1919 M Street, NW Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

re: Comments on Childrens' Educational
Television - Proposed Rule

To Whom it may concern:

I welcome this opportunity to make the following comments on the FCC proposal on Childrens' Educational Television.

My main interest is in requiring television broadcast licensees to create and air more "high quality" programs for minor children as a fundamental requirement of their licenses. "High quality" educational programs are those such as "Carmen San Diego," "Sesame Street," "Marty Stouffer's Animal Kingdom" etc. Watch WETA, KQED, WGBH or WTTW any day of the week and you will find the type of television that teaches children respect for other people, their cultures, our environment and imparts basic skills etc. I'll keep it simple: Public Television is Television.

We have been entertaining ourselves to death with endless T.V. violence. I don't mind non-exploitive programs with sexual content, but we must establish a forum for more high quality non-violent programming. You know the T.V. Broadcast industry much better than I do so use your judgement, but phase in some type of meaningful broadcast license requirement, like each station must broadcast educational programs for children 5 to 15 hours a week or something on the order of 15% of entire program hours. False sports team garbage should never count as educational T.V. Don't allow the Broadcast industry to define what "educational" means.

Thank you for your consideration. This could make a meaningful improvement in our society.

Scott H. Schulke
3040 Idaho Ave., NW #311 (202) 244-7524 Fax
Washington, D.C. 20016-5405 (202) 244-3519 Voice

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ENCLOSURE

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SEP 14 1995

From: Cecilia Dialynas <dialyncm@sce.com>
To: A16.A16(kidstv)
Date: 9/14/95 4:29pm
Subject: commercial tv

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

I have a 7-year old daughter who has been raised on public tv. I rarely watch commercial tv and could not list any popular shows besides the evening news. My mother, on the other hand, watches a lot of commercial tv, and often times will call me to have my daughter put on some children's show she thinks my daughter may like. I have noticed that even if the show is interesting, if there is a lot of suspense or violence, my daughter will not want to watch it. I've also noticed that the commercials really distract her. Often, she will become engrossed in the show, then a commercial break will come. By about the 3rd commercial, she will lose patience and shut the tv. I think the commercials ruin the continuity for her, especially as she is not used to commercials at all. I've also noticed that my daughter prefers the content of the programs on PBS to the ones on commercial tv. Oftentimes, when my mother calls with a recommendation, my daughter will ask to shut the tv because she doesn't think the show is interesting. I've even noticed that she prefers the Lawrence Welk show to many of the commercial tv children's specials my mother has recommended on Saturday or Sunday nights around 7PM!

I am happy with children's programming on PBS.
Cecilia Dialynas
So CA Edison Co
(818) 302-0833

Re: [unclear] rec'd 1
[unclear]
[unclear]